

Fort Monmouth Tickets n' Tours

Training: Accreditation for Cruises Lines International Association (CLIA)

In August 2000, CFSC, MACOM, and installation representatives endorsed the concept of installation ITR offices pursuing new revenue opportunities. Cruise sales were specifically cited as one major source of potential income that could substantially enhance ITR revenues. Certified members of CLIA are authorized to receive commissions from sale of cruise packages.

Navy has committed to share training with Army and Marine Corps leisure travel (ITT/ITR) managers. Navy sponsored military attendance at a CLIA Training Institute. The coordination between the Navy, Dan Yount from AMC and CFSC Leisure travel, has made this training successful. The training will result in full certification for those who successfully fulfill the requirements.

Training was 8 days, with travel to the training site on November 10, 12:00 noon: Arrive at the pier to meet the Navy military training coordinator and receive instructions before boarding the ship. Training was conducted on-board 7 day cruise, The Carnival Triumph with ship inspections of the Royal Caribbean, Explorer of the Sea prior to departure. It is a CLIA accreditation requirement that all trainees must inspect at least 5 ships that are docked in port, and satisfy 2 Cruise - one 2-4 day and one 5-7 day. We have 2 years to complete our requirements to be an Accredited Cruise Counselor (ACC).

This was a rewarding experience. This is so beneficial for TNT and RDS in enriching our services to our patrons and entire military community as well as increasing revenues.

During the on-board training we had learn and fulfilled our requirements for ACC with:

1. Classroom training on these specific areas with exams.
  - a. Psychology of selling
  - b. Cruise vacation - an introduction
  - c. Creating a Cruise Marketing Plan
  - d. Selling to special interest/niche marketing
  - e. Closing the Cruise sale
  - f. Cruising: knowing the world you sell
  - g. Principles of professional selling
2. Satisfied the ACC with 2 ship inspection - 3 more to go
3. Satisfied 1 long (5-7 day) cruise on the Carnival Triumph
4. Will be satisfying the short (2-4) cruise on the Royal Caribbean on Feb 24th

Goal is for Fort Monmouth TNT Office to have full accreditation within the year once inspection of 3 more ships are made. A future goal is to enroll in the Master Cruise Councilor program.

Attach are the procedures for Cruise booking from our Region ITR Office in California.  
Certificate of training

Affiliated Agency certificate for CLIA with #.

